PEACE for Families

Financial Sustainability Plan 2006 First Five Placer Children and Families Commission

1) Financial Goal:

In order for PEACE for Families to maintain financial sustainability, ensuring the delivery of current services for women and their children at our shelter, \$42,436.00 will need to be raised in the event that funding from the First Five Placer Children and Families Commission is no longer available.

Currently, PEACE relies heavily on government grants for funding (about 80%). In order to achieve a greater financial sustainability, our goal is to achieve a more balanced combination of funding sources:

35% Foundation Grants

35% Government Grants

30% Corporate and Private Contributions

This will ensure a healthier infrastructure for PEACE, allowing us to absorb a potential loss of any one large funding source.

2) Strategies for Sustainability:

- a. Hire a Grant Writer/Fund Development Person
 - i. Fund Development Manager, Jenni Toedtemeier, hired 5/1/05
- b. Implement Donor Tracking Software
 - i. GiftMaker Pro software implemented May, 2005
 - 1. Each donation, from Capital Campaign donors to every thrift store donor, are entered and tracked in the new system. All of these donors are added to our mailing list, and sent appeal cards, newsletters, etc., in the hopes of cultivating relationships, and a potential major gift.

c. Grant Writing:

Possible grant funding from a number of diversified sources, including local and regional Foundations, corporate and private donations, as well as local and federal government sources. We also plan to approach the major donors to our Capital Campaign, in the hopes that we can interest them in becoming annual donors.

The larger funding sources that we listed at the last Learning Conversation expand our relationship are:

- i. Foundations
 - 1. Frank Fat Foundation- no longer accepting private funding requests
 - 2. Thomas P. Raley Foundation- Food For Families only
 - 3. Tsakapolous Family Foundation-contributed \$50,000.00 to capital campaign
 - 4. Surewest Foundation-\$1,500 donation
 - 5. Union Pacific Foundation- grant request for \$10,000 submitted 8/12/06
 - 6. United Auburn Indian Community Foundation- grant awarded for \$50,000.00; additional donation of \$10,000.00 received.

ii. Additional Foundations Approached

- 1. Starbucks CA. Giving Program- grant request for \$50,000.00 not awarded
- 2. Altria Doors of Hope grant for \$50,000.00 pending
- 3. TJX Foundation- grant for \$25,000.00 pending
- 4. Avon Foundation- grant request for \$25,000.00 pending
- 5. SF Giants Community Fund- grant request for \$10,000.00 pending

- 6. UPS Foundation- grant request for \$25,000.00 pending
- 7. Target Foundation- grant request for \$3,000.00 pending
- 8. Blue Shield Foundation- grant request for \$10,000.00 pending

iii. Corporate and Private Contributions

- 1. Richland Planned Communities-contributed \$15,000.00 to capital campaign
- 2.Denio's Farmers Market-recently approached, decision pending
- 3. Ceronix-recently approached; expressed interest in Luncheon sponsorship
- 4.A. Teichert & Sons- grant request for \$7,500.00 not awarded

iv. Additional Corporations Approached

- 1. World Savings- grant request for \$7,500.00 awarded
- 2. Westamerica Bank- grant request for \$5,000.00 partially funded- \$750
- 3. Hewlett Packard- grant for \$17,000 in computer equipment pending; also to be approached for our fall Luncheon sponsorship
- 4. Radio Shack- grant request for \$500.00 for outreach materials pending
- 5. Union Bank of CA.- grant request for \$10,000.00 pending
- 6. CPS CAN- grant request for \$10,000.00 pending

v. Government Grants

- 1. FEMA- reapplication process in Oct. 06
- 2. OES- RFAs for both DV(\$221,948) and RC (\$156,354) grants completed for 06/07
- 3. Placer County Community Service Block Grant- reapplication process in Oct. 06
- 4. Federal Emergency Shelter Grant- scheduled to apply in 2007

vi. Addtional Government Grants

- 1. City of Roseville Community Grant- \$30,000.00 awarded
- 2. City of Roseville Community Dev. Block Grant- \$10,000.00 grant awarded
- 3. DHS- reapplication for both DV(\$221,348) and RPE (\$89,904) grants completed for 06/07
- 4. Placer County DVTF (marriage license fees) (\$53,900.00)- new contract completed for 06/07
- 5. Community Challenge Grant (\$3,000.00) renewed for 06/07

The Fund Development Manager continues to work in conjunction with the Executive Director and Data Collections Coordinator to complete at least 2 new or continuing grant requests per month, as well as completing all the required progress reporting.

d. Fund Raising:

PEACE for Families currently holds one major fundraising event a year, our Springtime Luncheon. Last year, we raised \$57,752.00. Our next Luncheon is scheduled for October 11, 2006. In an effort to increase our fundraisers, The Board of Directors is still planning to further cultivate our Capital Campaign donors by holding a series of cocktail mixer fundraising events in the future. At this time, however, we are currently focusing on the Fall Luncheon planning.

PEACE sends out yearly donor appeals, in the form of holiday cards and newsletters. Our last appeal card was sent to our database of over 2,000 community members in December 2005. To date, it has raised \$6,440.00 We plan to send out another holiday appeal in December 2006.

Our newsletter was mailed in April of 2006. With each newsletter, an appeal for donations is made, and a return envelope enclosed. From this newsletter, we received donations of \$410.00 We hope to increase the publication of the newsletter to once every quarter, in order to keep our

agency fresh in the minds of our community, and to increase the opportunity for direct mail donations.

We are lucky to benefit from many local community events and individuals. PEACE is a certified funded partner of local chapter of the United Way, and also receives support through their annual payroll deduction campaign. We also receive donations from local community fundraisers, such as the CHP Fish Derby, service projects from high school students, Girl Scout and Boy Scout troops, and in-kind donations such as handmade gifts from Sun City Needle Arts, Rocklin Mom's Club, etc.

PEACE operates two thrift stores, in Auburn and Roseville, with an annual income of approximately \$130,000.00

3) Budget (where the funds will go once it is obtained):

Salaries and Benefits:

Subtotal	\$38,028.00
Taxes, Insurance, Benefits	\$4,960.00
Child Care	\$10,400.00
Shelter Crisis Counselor	\$19,500.00
Shelter Svcs. Manager	\$1,512.00
Fiscal Operations	\$1,656.00

Operating Costs:

Subtotal	\$4,408.00
Staff Development	\$850.00
Resource & Training	\$522.00
Printing, Copying, Supplies	\$1,000.00
Telephone	\$1,000.00
Utilities	\$1,036.00

TOTAL \$42,436.00

PEACE for Families will work to find alternative funding sources to cover our current operating and program costs, in the event of the completion of current funding source contracts, including First Five Placer funding. We will also continue seeking funding to expand current programs and begin new ones, such as our Hispanic Services Programs.